

Grassroots Marketing

*Changing the Environment:
Policies, People, Practices.*

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Facilitated by:

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Introductory Comments

- Acknowledgements and thank yous
- Blanket qualifiers
 - Marketing as an art
 - Role of “facilitator”
 - Linear thinking, artistic challenges & bad jokes
- Getting to know us

What We'll Be Doing

(Learning Objectives)

- Understand grassroots marketing:
 - In the context of tobacco counter-marketing.
 - Unique aspects of grassroots marketing.
- Discuss why people get involved and how we can use that in planning grassroots marketing activities.
- Plan some grassroots marketing activities.



Are You a Tobacco Counter-marketer?

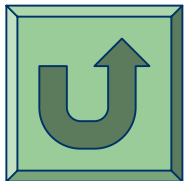
Initial assessment

- How many participate in tobacco counter-marketing activities?
- Examples of tobacco counter-marketing activities.

What Is Tobacco Counter-marketing?

“ . . . The use of commercial marketing tactics to reduce the prevalence of tobacco use. Counter-marketing attempts to counter pro-tobacco influences and increase pro-health messages and influences throughout a state, region, or community.”

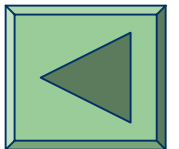
*(U.S. Department of health and human services
[USDHHS] 1999).*



Tobacco Counter-marketing Is:

- ✓ Multiple and different tactics or approaches to marketing and counter-marketing.
- ✓ Connected with health improvement programming, goals & objectives.

(Youth prevention, adult cessation, reduce secondhand smoke exposure, and high-risk groups).
- ✓ Responsive to claims or implications made by the tobacco industry.
- ✓ A collection of tactics integrated at all levels.



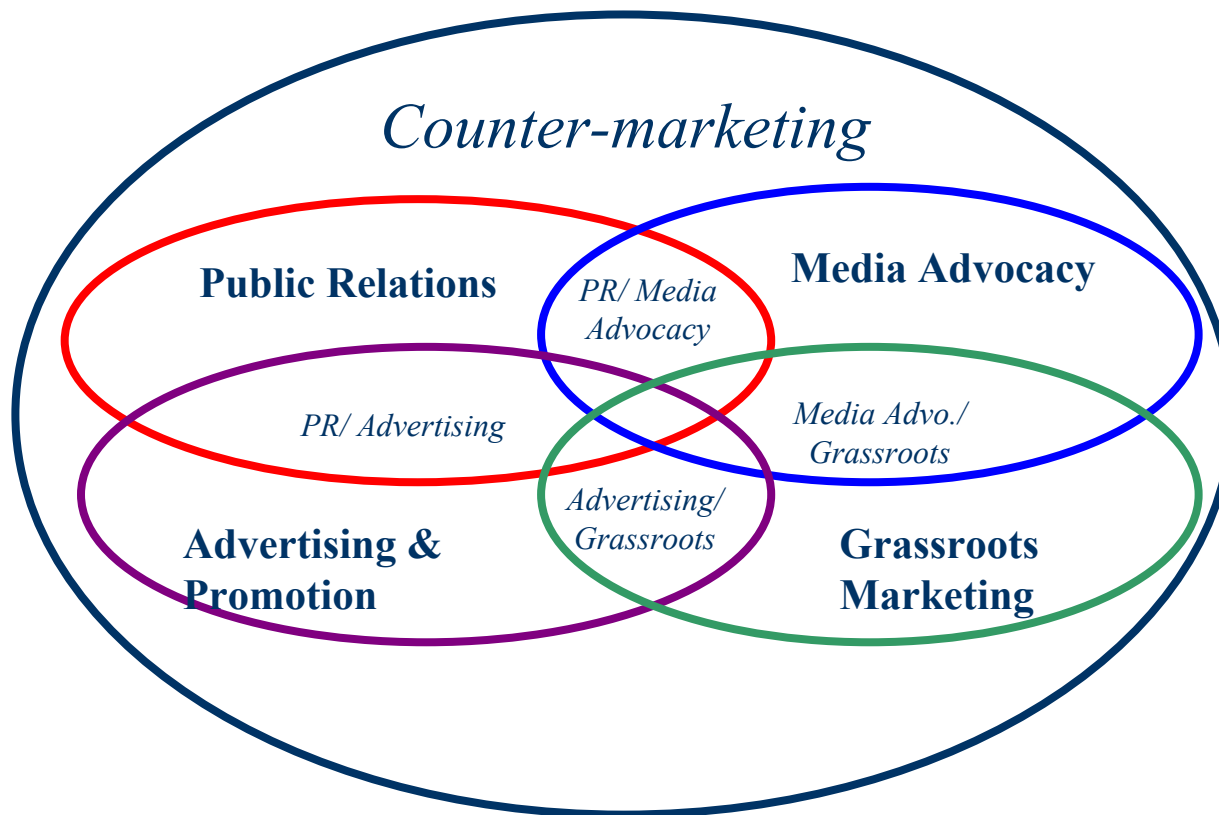


Are You a Tobacco Counter-marketer?

Post- Assessment

- How many participate in tobacco counter-marketing activities?
- Examples of tobacco counter-marketing activities?

Integrated View of Counter-marketing





What Is Grassroots Marketing?

“Grassroots marketing encourages people to participate in your counter-marketing program. It gets new people involved, increases the involvement of those already reached by your campaign, and employs those already engaged to increase your target audience’s exposure to key messages or services.” (Dept. Health and human services, designing and implementing an effective tobacco counter-marketing campaign, 2003).

-Or-.

Grassroots marketing is a direct marketing tactic that, through personal contact & communication exposes targeted audiences to your message.

Grassroots Marketing Is Made up of

- Activities that involve people in the campaign.
- Cultivating grassroots supporters to build expand your base of support.
- Exposing target audience(s) to message(s) and/or activities.

Grassroots Marketing: Tale of Two Sales

Sale #1: traditional marketing driven effort to gain an audience's acceptance/ purchase of your product or message.

Sale #2: community organizing driven effort to market your activities and efforts in a way that encourages participation.

How Grassroots Marketing Works to Make Two Sales.

- Level 1: activities provide an opportunity for personal and interpersonal exposure to the message.
- Level 2: subsequent organized or non-organized activity(ies) create opportunities for interpersonal exposure to the message.
- Level 3: exposure to message or activities creates desire for further reinforcement and participation.
- Level 4: higher levels of participation and action create increased earned and paid media opportunities.



What Are Grassroots Marketing Activities and Opportunities?

Variety of tactics, events, and activities can be used in your grassroots marketing program.

- *Recognition events- “grip & grin.”*
- *Glamour event- fundraiser, galas, etc.*
- *Advocacy events- protests, pickets, & petitions.*
- *Piggy-back or mock events.*
- *Research activities- poll release and activity.*

What Are Grassroots Marketing Activities and Opportunities?

- *Speaking events-.*
- *Public hearings & meetings.*
- *Community events- “smoke-free ins.”*
- *Recruitment and information booths.*
- *Youth summit.*
- *Contests & giveaways.*

Benefits of Grassroots Marketing

By involving community members in your message and in the delivery of that counter-marketing message, grassroots marketing extends your message:

- ✓ More present- interpersonal context
- ✓ More credible- lowered marketing defenses
- ✓ More relevant- real people/ identification

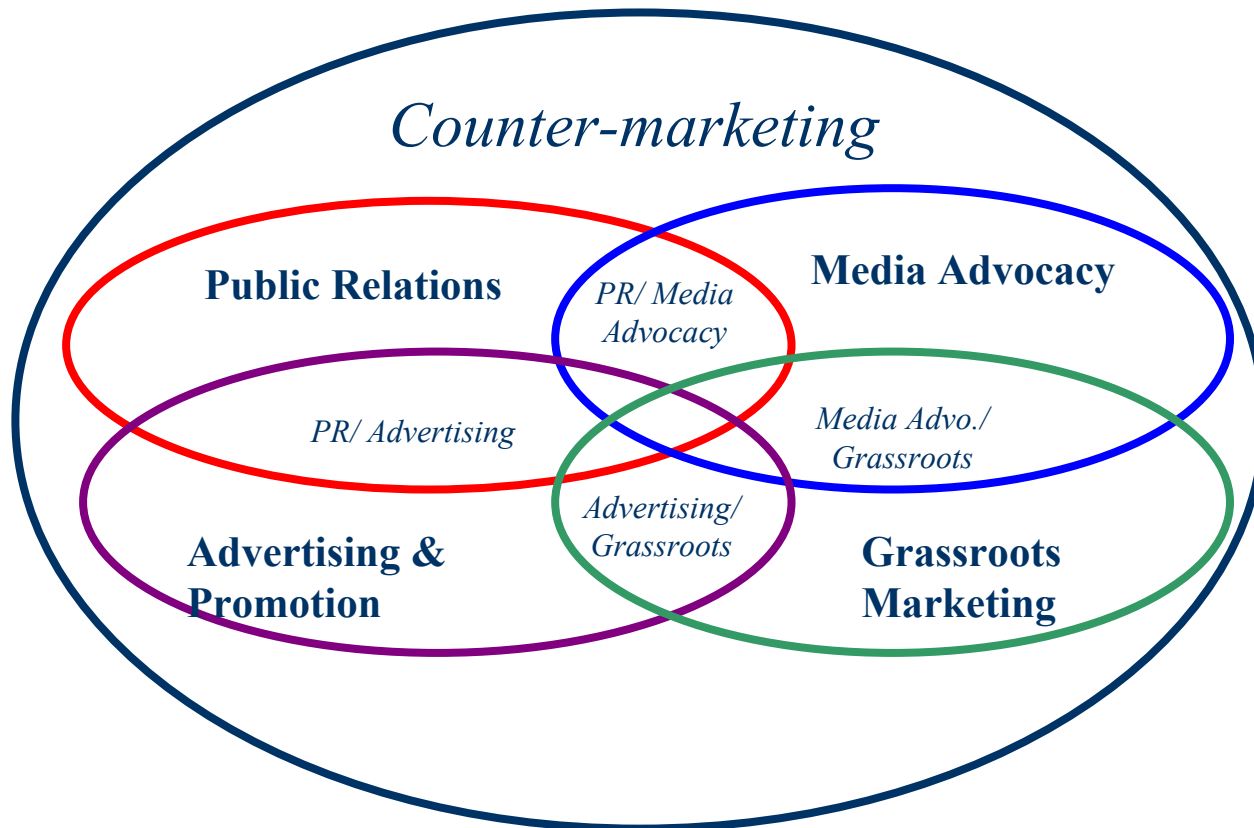
More effective!!!!

Grassroots Marketing . . . Does Not

- ✓ Replace counter-marketing strategy.
- ✓ Lend itself to tight control (power to the people!).
- ✓ Necessarily expose a broad audience to a very specific message.
- ✓ Impact an audience in a single dose.
- ✓ Exist in a vacuum.
- ✓ Just involve people.



Grassroots Marketing Helps Other Counter-marketing Tactics



Grassroots Marketing Involves People

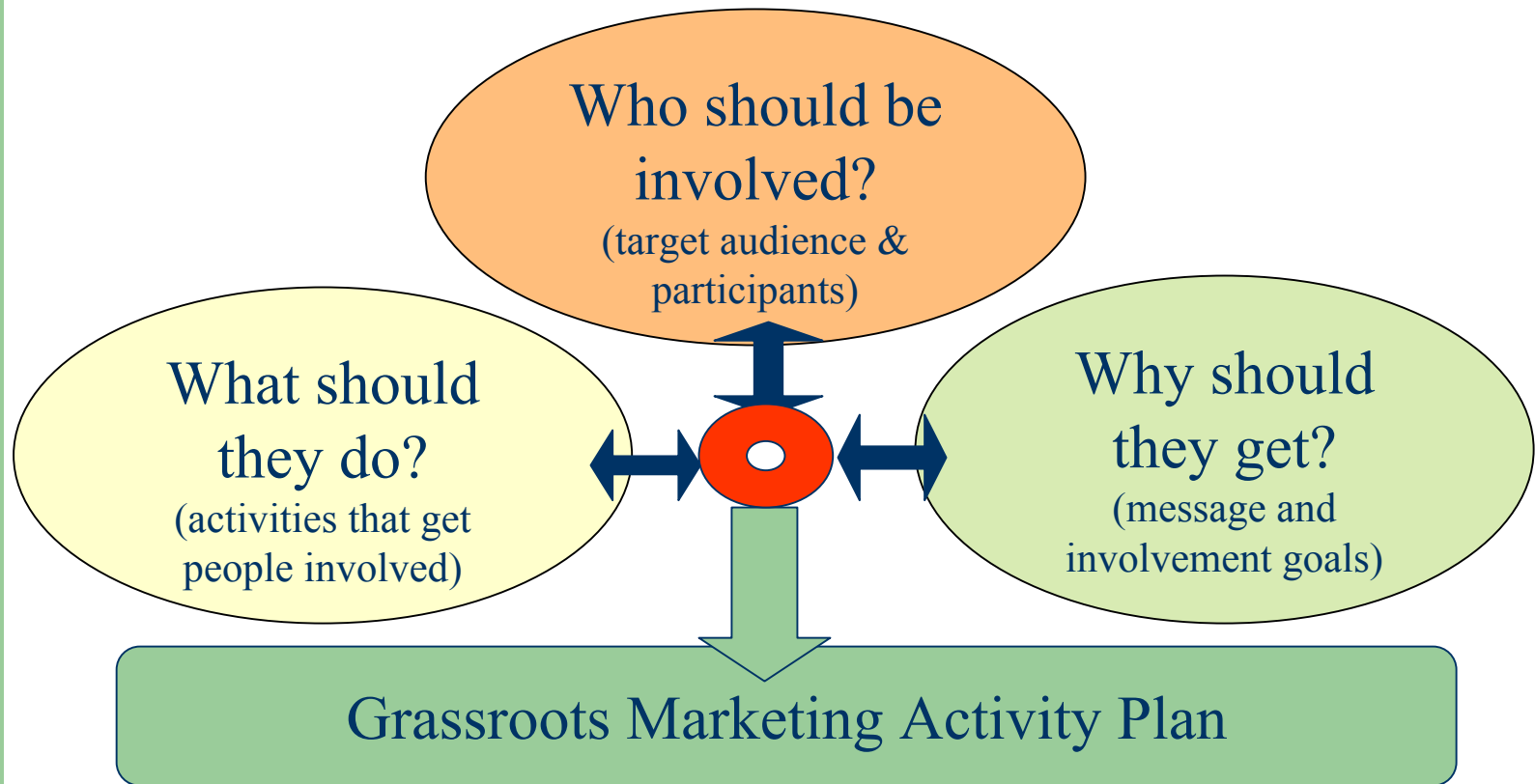
“Every task an organizer does alone- every envelope stuffed, every phone call made, every page typed- is a lost opportunity to recruit someone else to do that job.”

-Midwest Academy,
Organizing for Social Change

“Never doubt the power of a small group of committed citizens’ ability to change the World. Indeed, it’s the only thing that ever has.”

-Margaret Mead

Who, Why and What of Grassroots Marketing



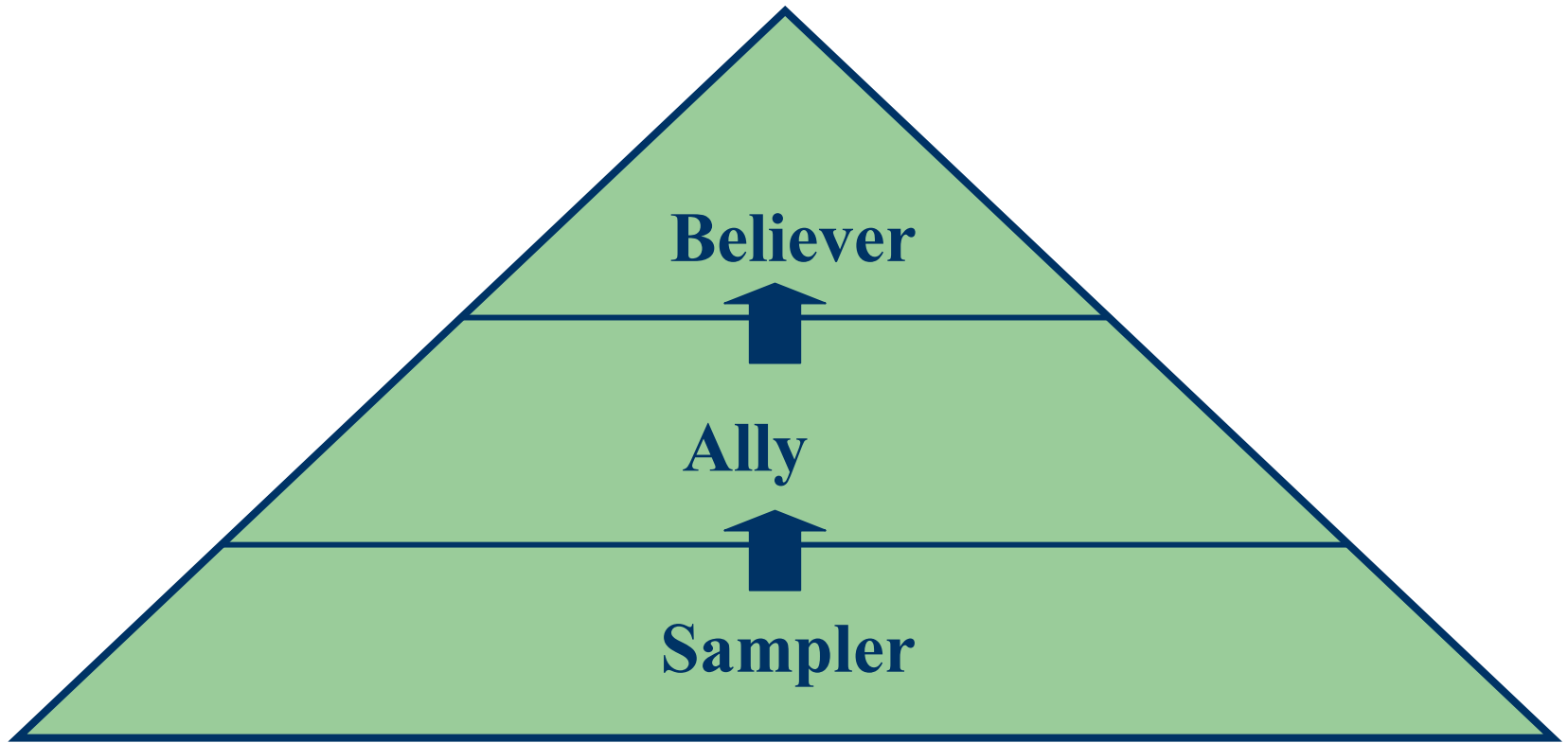
Targeting Audience(s) for Message Exposure- Sale #1

- What are your CM/ health improvement goals?
- Who are the people/ audience(s) that you need to reach to be successful?
- What message? Why?
- Will grassroots marketing deliver message directly or through secondary exposure?

Targeting Participants As Grassroots Marketers- Sale #1

- Who will participate and deliver your message?
- Source of credibility with target audience?
- Message knowledge and understanding?
- Commitment level?

“Selling Up”: Involvement to Engagement





Why Do People Get Involved?

Sale #2: Marketing Involvement

- Target the people you'll be involving.
- Develop your pitch(s).
 - What will motivate them to participate?
 - What will prevent them from participating?
 - Enable easy participation.
- How will you deliver your participation message(s)?

What Will Participants Do?

A variety of grassroots events, and activities can be used to deliver the message:

- *Recognition events- “grip & grin.”*
- *Glamour event- fundraiser, galas, etc.*
- *Advocacy events- protests, pickets, & petitions.*
- *Piggy-back or mock events.*
- *Research activities- poll release and activity.*

What Will Participants Do?

- *Speaking events.*
- *Public hearings & meetings.*
- *Community events- “smoke-free ins.”*
- *Recruitment and information booths.*
- *Youth summit.*
- *Contests & giveaways.*

What Will Participants Do?

In addition to the messaging opportunities grassroots marketing events serve organizational needs and purposes as well:

- Launching/ initiating a coalition
- Specific campaign or project events
- Ongoing maintenance/ intake events
- Celebrations of success
- Rapid response events

What Will They Do? Build in Value for Participants (Reward V. Cost).

- Recruit to an activity, not a business meeting.
- Have and communicate a clear sense of outcome and meaningful work.
- Be specific and well planned.
- Make it easy for people to participate at their own level.
- Invite participation and encourage choice.

Balancing Involvement and Messaging Goals



- Activity is primarily designed to create and build involvement.
- Balance between priority on involvement and the message communicated.
- High involvement is designed primarily to amplify and send a message.



Evaluating and Critiquing Grassroots Marketing Activities

- **Classifications**
 - Can you identify and describe the message and organization purpose of the activity?
 - What kind of audience(s) is being exposed to the message? Targeted for participation?
- **Evaluate**
 - Value vs. Costs of participation
 - Involvement/ message balance
 - Selling-up opportunities
- **Critique**
 - Suggestions for improvement!



Planning Your Grassroots Marketing Program . . . Sort of.

Evaluation, Reflection, and Improvement

- Integrate evaluation and planning
- Use evaluation to encourage participation
- Quantitative v. Qualitative measures
- Program v. Outcome evaluation
- Evaluate message delivery and participation

What We've Done

(Learning Objectives)

- ✓ Defined “grassroots marketing” and its place in an integrated counter-marketing plan.
- ✓ Discussed why people get involved and how to use that in planning grassroots marketing activities to encourage involvement.
- ✓ Applied understanding to planning grassroots marketing programs.

Conclusion

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